

REISSUE APPLICATION DECLARATION BY THE INVENTOR

Docket Number (Optional)
16113-1342RE2

I hereby declare that:

Each Inventor's residence, mailing address and citizenship are stated below next to their name.

I believe the inventors named below to be the original and first inventor(s) of the subject matter which is described and claimed in the patent number 5,918,014, granted June 29, 1999 and for which a reissue patent is sought on the invention entitled Automated Collaborative Filtering in World Wide Web Advertising

The specification of which

is attached hereto.

was filed on June 29, 2001 as reissue application number 09/893,748 and was amended on June 29, 2001, February 3, 2006, and June 17, 2009.
(if applicable)

I have reviewed and understand the contents of the above identified specification, including the claims, as amended by any amendment referred above.

I acknowledge the duty to disclose to the United States Patent and Trademark Office all information known to me to be material to patentability as defined in 37 CFR 1.56, including for continuation-in-part applications, material information which became available between the filing date of the prior application and the national or PCT International filing date of the continuation-in-part application.

I hereby claim foreign priority benefits under 35 U.S.C. 119(a)-(d) or (f), or 365(b). Attached is form PTO/SB/02B (or equivalent) listing the foreign applications.

I verily believe the original patent to be wholly or partly inoperative or invalid, for the reasons described below. (Check all boxes that apply.)

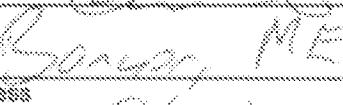
by reason of a defective specification or drawing.

by reason of the patentee claiming more or less than he had the right to claim in the patent.

by reason of others errors.

At least one error upon which is reissue is based is described below. If the reissue is a broadening reissue, such must be stated with an explanation as to the nature of the broadening:

The claims recite the invention more narrowly than is necessary. For example, claim 8 includes the unnecessary limitation, "tracking activities of the subject in the interactive medium." New independent claim 26, for example, addresses this error by eliminating this unnecessary limitation. The addition of claim 26, among others, is considered to be broadening in that claim 26 is broader than claim 8.

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All errors corrected in this reissue application arose without any deceptive intention on the part of the applicant.		
Correspondence Address: Direct all communications about application to:		
<input checked="" type="checkbox"/> Customer Number 28182		
OR		
<input type="checkbox"/> Firm or individual Name		
Address		
Address		
City		State
Country		Zip
Telephone		Fax
I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine and imprisonment, or both, under 18 U.S.C. 1001, and that such willful false statements may jeopardize the validity of the application, any patent issuing thereon, or any patent to which this declaration is directed.		
Full name of sole or first inventor (given name, family name) Gary B. Robinson		
Inventor's Signature 		Date Sep 3, 2010
Residence 	Citizenship United States of America	
Mailing Address 		
Full name of second joint inventor (given name, family name)		
Inventor's Signature		Date
Residence	Citizenship	
Mailing Address		
Full name of third joint inventor (given name, family name)		
Inventor's Signature		Date
Residence	Citizenship	
Mailing Address		
<input type="checkbox"/> Additional joint inventors or legal representative(s) are named on separately numbered sheets forms PTO/SSB/03A or 03LP attached hereto.		